## Herald Gives Aid to Merchants

R TORRANCE DAYS

These Sales Stimulators Will Be Distributed to You Absolutely FREE

TORRANCE HERALD, Torrance, California

FRIDAY AND SATURDAY, DEC. 6-7

## Newspaper to Give Free Display Cards and Price Tags to Torrance Merchants

To stimulate sales and to assist the merchants in dressing up their stores for "GREATER TORRANCE DAYS," the Herald will furnish free to all store owners attractive window cards, window banners and price tags. To further aid the merchants, the Herald puts at their disposal the Meyer-Both mat service, as well as all advice, suggestions, and merchandising counsel it may be able to give. Take advantage of these free merchandising aids!

Mr. Store Owner...

YOU ARE CORDIALLY

AND SINCERELY

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INVITED TO.

PARTICIPATE

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"GREÁTER

TORRANCE

DAYS"

Friday and Saturday, December 6, 7